



2014-07-08

Navy Executive Development Program, Strategic Communication Workshop (SCW)

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Monterey, California: Naval Postgraduate School

<http://hdl.handle.net/10945/45560>



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Navy Executive Development Program

Strategic Communication Workshop (SCW)

The Course

The Strategic Communication Workshop (SCW) is a hands-on, results-oriented workshop that assists commands in the development and implementation of strategic communication plans and processes. Teams should bring their command's strategic plan and/or a command initiative that might benefit from a communication component. Naval Postgraduate School faculty, in partnership with faculty from University of Southern California Annenberg School for Communication and Journalism, use the latest research and lessons learned from industry and DoD to generate discussion. Each team is assigned a professional facilitator who will serve as a guide and provide feedback. Teams will be asked to conduct in-depth stakeholder analyses, assess communication risk as it relates to your organization's goals, and develop communication metrics to track desired effects. Take-aways include an analysis of your command's communication capabilities and a roadmap for strengthening communication as it relates to the successful achievement of your organization's strategic initiatives.

Questions To Be Addressed During The Workshop

- What strategic analysis is supporting your communication tactics?
- Who are your key stakeholders and how do they impact the achievement of your goals?
- What messages are your actions conveying, both inside and outside your organization?
- How does communication provide the linkage between day-to-day activities and commander's priorities?
- Are you maximizing your strategic effects with associated communication processes?

The Faculty

Academics experts from the faculty at the Naval Postgraduate School and the University of Southern California Annenberg School for Communication and Journalism are joined by senior Navy leaders in presenting strategies, principles, and tactics for developing and implementing an effective strategic communication planning process. Classroom presentations are highly interactive and encouraged the sharing of experiences among participants.

The Location

The SCW is conducted in the spaces of the Center for Executive Education on the campus of the U.S. Naval Postgraduate School in Monterey, California. Lodging is available on-base at the Navy Gateway Inns & Suites in historic Herrmann Hall.

Who Should Attend?

Suggested workshop attendees are teams of 3-5 key organizational members led by a Flag Officer, SES, or O-6. Commands should send a diverse group -- seniority, functional areas, and others who are familiar with the initiative (e.g. Planners, IO, PAO, HR, IT, Policy, and/or Operations).

Please secure quotas by contacting NEDP Registrar

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